



Affirmative Market Program

Commonwealth of Massachusetts

Volume 7, Issue 1
Summer/Fall 2007

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M/WBE TALK

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**Register
Today!**

Thursday, November 15, 2007

AMP Legislative Breakfast
Massachusetts State House
Great Hall
Boston, MA

R.S.V.P. to
Donna Fleser
Donna.Fleser@massmail.state.ma.us
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The Director's Corner

Welcome to the summer/fall edition of the M/WBE Talk Newsletter. This is a very exciting time for the Commonwealth's Affirmative Market Program because for the first time in five years it is fully staffed. Our new team is made up of a Deputy Director, AMP Business Coordinator, Volunteer, Donna Fleser, executive assistant and me.

I am very pleased to report significant increases in subcontractor expenditures in goods and services for combined statewide and department subcontracting activity compared to FY06.

- FY06 Subcontractor Expenditures in Goods and Services totaled **\$23,039,207**.
- FY07 Subcontractor Expenditures in Goods and Services totaled **\$30,388,036**.
- FY07 Subcontractor Increases **\$ 7,348,829**

In fiscal year 2008, I will continue working closely with our Business Advisory Board, made up of certified M/WBEs who are giving back to their colleagues by providing assistance via the Business to Business Mentoring Program and supporting the efforts of Department Coordinators in meeting fiscal year benchmarks. In this edition, you can read more about the three initiatives our Board has prioritized for FY08.

In addition the new **AMP Help Desk** is now available to all stakeholders including M/WBE vendors, prime contractors on large and statewide contracts, departments, cities and towns as well as other state entities offering technical information and assistance. For example:

- How to submit AMP Plans?
- How to develop AMP partnerships?
- What resources are available to identify certified M/WBEs vendor pools?
- How to develop AMP approaches in solicitations?

There will be a new telephone number that will be used for the AMP Help Desk. An announcement will go out to the entire AMP community with further details. Other additional services being offered is a basic, introductory training for minority and women-owned businesses to learn about AMP services and

(See "Directors Corner", continued on page 6.)



Lieutenant Governor Timothy P. Murray (right) and Secretary of Administration and Finance Leslie Kirwan (left) with AMP Executive Director Monsi Quinones (center) at the FY08 AMP Annual Kick Off Meeting. (Goss Photography provided a photography sponsorship for the event.)

From the Business Advisory Board - Josie Haywood

AMP Business Advisory Board — 2008 Board Initiatives

With a successful line item funding for the Affirmative Market Program (AMP) and staff to assist in getting the administrative work done, the AMP Board can, now, focus more of its attention on issues that are important to the M/WBE vendor community. With this in mind, the board has identified the following initiatives for 2008:

- **Minority and Women-Owned /Small Business Strategic Review:** Organize data specific to subject of issues that effect small businesses in the Commonwealth.
 - ⇒ Open a dialogue to discuss identified challenges and opportunities for small businesses and Affirmative Market Program members in the Commonwealth,
 - ⇒ Develop strategies for addressing issues and possible solutions,

(See "From the Board" Continued on page 6.)



Over 350 attendees gathered in the Great Hall of the State House on September 18 for the FY08 AMP Annual Kick Off Meeting.

“There is no happiness except in the realization that we have accomplished something”.

~ Henry Ford



The Department of Correction Honor Guard performs the opening ceremony of the FY08 AMP Annual Kick Off Meeting.

Minority and Women Owned Businesses—Speed Marketed Their Businesses at the FY08 AMP Kickoff

The Affirmative Market Program's biggest networking event of the year took place on Tuesday, September 18th from 9:00 to 1:00 p.m. in the Great Hall at the State House in Boston. Over 200 M/WBE Certified Vendors came to meet and market their businesses to the Commonwealth AMP Coordinators, OSD Procurement Management Team Leaders/Directors, and Prime Contractors on Statewide Contracts who are looking for partnerships early in the Fiscal Year*. We all know that one on one face time with these purchasers is hard to come by so this once a year one stop marketing opportunity was a benefit to all.

This year's attendance of over 350 was an increase of 25% over last year's 260 attendees. We were honored to have Lt. Governor Timothy P. Murray join us as this year's key note speaker. Other highlights of the event included special awards presented to Departments who exceeded their M/WBE purchasing goals and recognition to Prime Contractors who used M/WBEs as subcontractors.

*For those who are new to the state purchasing system, AMP Coordinators are individuals appointed by their state agency to track M/WBE purchasing. OSD Procurement Team Leaders are responsible for managing procurement groups that establish statewide contracts for defined commodity and service classifications. Statewide Contractors are vendors who have competitively bid and have been awarded a statewide contract.



Lieutenant Governor Timothy P. Murray serves as the Key Note Speaker at the FY08 AMP Annual Kick Off Meeting.

New Free “Basic” Procurement Training for M/WBEs—Register Now!

The Affirmative Market Program invites M/WBEs who are new to state procurement to attend one of our new Free- Basic – Vendor Procurement Trainings

November 29th 10:00 a.m. to 12:00 p.m.
January 31, 2008 2:00 p.m. to 4:00 p.m.

The two hour trainings will take place at the Operational Services Division, 1 Ashburton Place, Room 1017, Boston.

To sign up please contact Maria Gonzalez at (617) 720-3177 or email us at Amp@state.ma.us and leave your contact information and certification status (if applicable).



Maria Gonzalez-Walker conducts the first AMP “Basic” Vendor Training on July 26, 2007.

AMP Conducts First “Basic” Vendor Training

The Introduction & Overview of Benefits workshop is the first in a series of workshops being organized by the Affirmative Market Program. Held at One Ashburton Place, the workshop took place on July 27th with 15 vendors participating.

The workshop began with an introduction to the Affirmative Market Program, and how it was established in 1996 under Executive Order 390 to promote equality in the awarding of state contracts to certified M/WBE’s. The AMP’s mission to increase business opportunities for M/WBES and diversify the workplace was also highlighted along with its main objectives, which include:

- Stimulating economic growth
- M/WBE Capacity Building by increasing expenditures in State procurements
- Job creation for the local community when the business grows
- Assisting small and disadvantaged businesses directly or in partnership with other agencies
- Educating and empowering M/WBEs through training/workshops
- Providing outreach work and educational approaches
- Promoting M/WBEs by organizing events that create an environment for networking and marketing

Apart from familiarizing vendors with the history of the program, the training workshop provided vendors with valuable information such as AMP procurement policies for executive branch departments, the benefits of being SOWMBA certified, and promotional strategies that would enable them to market their services to the state more efficiently and maintain a competitive edge in their respective markets. In addition, vendors were introduced to the definition of key terms and concepts used in the procurement process, as well as the different roles they can take on in order to do business with the State, such as Prime Contractor, Subcontractor, Joint Venture or Ancillary partner.

The participating vendors responded with enthusiasm and were eager to learn more about how the Affirmative Market Program would benefit M/WBE’s seeking State contracts. We suggest participants follow up by attending the “AMP Intermediate Vendor Training” offered on October 18, 2008. Information can be found on the Affirmative Market Program Services page of our website: www.mass.gov/amp.

“The ability to concentrate and to use your time well is everything if you want to succeed in business- or almost anywhere else for that matter.”

~ Lee Iacocca



State Purchasing Agent Ellen Bickelman speaks at the FY08 AMP Annual Kick Off Meeting.



Shilpa Jacobie, Maria Gonzalez-Walker and Gladymar Parziale join the Affirmative Market Program Team.

AMP Program Welcomes New Staff

We are pleased to welcome a new Deputy Director of the Affirmative Market Program. Gladymar Parziale joined the AMP staff in July. Gladymar's qualifications, experience and skills will make her an invaluable addition to the AMP Team. She has many of the leadership qualities required for this position in addition to her years of experience overseeing and managing staff, projects and in customer service. Gladymar can be reached at Gladymar.Parziale@massmail.state.ma.us or at 617-720-3166.

The AMP is also very fortunate to be having a volunteer assist us on a regular basis. Her name is Shilpa Jacobie. Shilpa will be here on Wednesday's and Thursday's to help with administrative tasks and provide support. She has years of experience in communications, journalism, and media. Her skills will be very useful as we expand our outreach and program marketing efforts. She can be reached at AMPinter@massmail.state.ma.us or 617-720-3367.

"Goals are the fuel in the furnace of achievement."

~ Brian Tracy,
Eat that Frog

DMH Team Work for AMP! - Georgette Tanner, EOHHS

Never before has there been a more needed and appreciated team than that of the Department of Mental Health's Affirmative Market Program. Before the Executive Office of Health and Human Services (EOHHS) reorganization in 2003, the Agency's AMP Coordinator was fortunate to have a staff of four Assistant Civil Rights Officers and a knowledgeable, supportive Program Coordinator. In December of 2003 that all changed and the AMP Coordinator had no staff, no Assistants, no Program Coordinator. Executive Order 390 did not change. Outreach and guidance to MBEs and WBEs continued as did the requirement for benchmarks, subcontractors and year end spending reports. DMH still needed to be represented at monthly AMP meetings. Continuing the implementation of Executive Order 390 now required a vision; and thus the DMH-AMP Team was formed.

James Bergstrom, Director of Contracts, reached out to the AMP Coordinator, Georgette Tanner, offering, giving and sustaining support of not only the Executive Order, but the spirit of the Order. Denise Arsenault, Manager of Contract

Operations continues to encourage DMH Area Contract Manager to avail their Areas to new and existing M/WBEs, statewide. Timothy Maples, Systems Supervisor, continues to be innovative in developing systems to enhance accurate accounts of when and where DMH dollars were spent with all vendors, particularly MBEs and WBEs. Constance Woodbury, Program Coordinator, has held fast to soliciting, recording and reporting sub-contractor activities in a timely manner. There you have the TEAM. This AMP Coordinator could not function effectively, if at all with out them. We meet regularly, willingly support each other, and if I do say so myself, are one of the Agency's most productive TEAMS. Kudos to the DMH AMP TEAM!!



Department of Mental Health's Affirmative Market Program Team, from left: James Bergstrom, Georgette Tanner, Denise Arsenault and Timothy Maples.

AMP Spotlight: Signature Breads

Signature Breads, Inc., one of AMP's newest members, may now very well be the largest minority-owned bakery in Massachusetts and possibly New England. What started as a rollercoaster ride of possible closure of the plant by its former owner, General Mills, turned into a success story when a group of minority owners purchased the company from GM in October 2006. Signature Breads' President, Tony Rodriguez (and former Plant Manager for GM), worked with the Community Development Finance Corporation (CDFC), Massachusetts Economic Stabilization Trust, Salem Five, US Small Business Administration, Digital Federal Credit Union and The Business Development Company to provide the financing, which ultimately saved all 240 jobs in Massachusetts and 40 in Tempe, AZ.

The main plant, located in Chelsea, MA, employs 240 employees of which the majority are minorities, Hispanic being the largest ethnic group. With 260,000 square feet of space, the company makes par-baked bread products such as dinner rolls, breadsticks, baguettes, boules and ciabattas, and has extra room for production and co-packing opportunities.

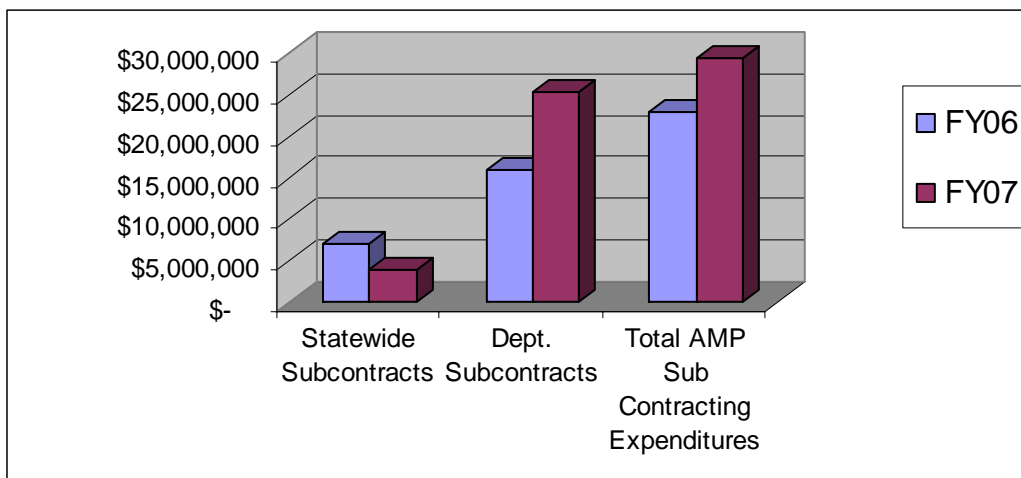
Signature Breads recently hosted guests from the AMP Program, Monsi Quiñones and Maria Gonzalez, to begin partnering with the state's services, and is actively pursuing state contracts with catering companies seeking to subcontract with this new minority-owned bakery. For further information, contact Debra Farrell, (617) 201-5297 – Debra.Farrell@signaturebreads.com.



Left: Monsi Quinones (center) with Debra Farrell, Minority Supplier Developer and Tony Rodriguez, President of Signature Breads at a tour of the facility on June 29, 2007.

"People with goals succeed because they know where they are going... It's as simple as that."

— Earl Nightingale



Left: Total FY07 Subcontracting Dollars expended with M/WBEs has increased 28% over FY06. Commonwealth departments and their AMP Coordinators are working closely with their vendors to ensure that they partner with M/WBEs and their hard work has paid off. The AMP hopes to increase the trend in FY08, creating more subcontracting opportunities for the AMP Community.

M/WBE TALK

...From the Board *(Continued from page 1.)*

- ⇒ Research internal and external factors confronting M/WBE's and small business owners,
- ⇒ Make a presentation of findings/conclusions to appropriate senior state officials.
- **Examining Methods to Increase Subcontracting Participation on Large and Statewide Contracts:**
 - ⇒ From the recent M/WBE vendor survey results, board members will interview some respondents who listed their challenges for any points of clarification or examples of what they have personally experienced,
 - ⇒ Enter all data into the board database,
 - ⇒ Offer information to assist in maximizing the use of M/WBEs in partnering relationships; subcontracting or ancillary,
 - ⇒ Create strategies to increase expenditures in large procurements by providing anecdotal data to AMP Coordinators and OSD contract managers to facilitate the increase use of M/WBEs in AMP Plans,
 - ⇒ Present data from M/WBEs to the AMP Coordinator's at the meeting scheduled for October.
- **Expanding Outreach Opportunities:** The Board will pursue new prospects for educating, developing partnerships, exploring collaborations with all stakeholders. In so doing, would like to accomplish the following:
 - ⇒ Roll out "In the Spotlight" Marketing Initiative
 - ⇒ Identify and highlight at Kickoff & Legislative Breakfast success stories of newly certified vendors that are contracting with the state and/or saving the state money.
- **4th Annual Legislative Breakfast:** The Board agreed to schedule this event for Thursday, November 15th, 2008 in the Great Hall.

The most important objective of the board will be to see how they can facilitate the efforts of state departments in increasing their M/WBE fiscal year expenditures.

Director's Corner *(Continued from page 1)*

and the value of M/WBE certification in the procurement process. Already four such workshops have taken place, two at OSD, one in Fitchburg and the other in Worcester. To date sixty-five vendors have participated. Another new service is the **AMP Department Workshop** which is designed to assist departments, their contract managers and program coordinators better understand AMP mandates and to develop strategic approaches to maximize opportunities for M/WBE inclusion in all procurements regardless of size. A schedule of this educational opportunity and all our training services is included in this newsletter.

The final statewide AMP department expenditure tracking for FY07 is being compiled for both prime contractors and subcontractors' participation in commodities, services, construction and design contracts. I encourage you to actively participate in all our services and events including the Intermediate Vendor Procurement Workshop on October 18th and the AMP Legislative Breakfast scheduled for November 15, 2007. See the program services page of our website for details of all our upcoming trainings and events. I look forward to reporting many more successful outcomes throughout the year and hope to see you at the Legislative Breakfast.

BAB to Host 4th Annual Legislative Breakfast at State House on Nov. 15

-Shirley Young

The AMP Business Advisory Board (BAB) will be hosting the **4th Annual AMP Business Advisory Board's Legislative Breakfast on Thursday, November 15, 2007** at the Massachusetts State House Great Hall. This event started as part of the BAB's outreach initiative to educate all attendees on the importance of the AMP and the challenges we face in trying to gain funding support. With Representative Theodore Speliotis, Representative Jeffrey Sanchez, Senator Scott Brown, Senator Bruce Tarr, Senator Dianne Wilkerson, and many other legislators' support, AMP was finally funded for FY 2007. BAB was very excited about the final arrival of the funding. BAB appreciates the great support from the legislators and the M/WBE community. With the funding, AMP was able to hire Gladymar Parziale as the Deputy Director (617-720-3166), and Maria Gonzalez as the Business Coordinator (617-720-3177).

This year, BAB is continuing the presentation on "The Role of Minority-and-Women-Owned Business in Massachusetts Economic Development" addressing:

- Implementing AMP Initiatives
- M/WBE at the Procurement Table

- AMP Connects Successful Partnerships
- Funding Support for Resources
- AMP Success Stories
- Legislative Discussion

Last year, at the 3rd Annual Legislative Breakfast, there were approximately 140 attendees with representatives from over 20 legislative offices. It was a great success! Please, come and join us again this year. There is no fee to attend this event. Please visit the AMP Website (www.mass.gov/amp) and click on the Affirmative Market Program Services page for [registration](#) details.

How to Reach Us...

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